

Servus Place Quarterly Report

First Quarter 2011
(Un-Audited)

Servus Place Quarterly Report First Quarter 2011

City of St. Albert Servus Credit Union Place Income Statement of Revenue and Expenditures For the Period Ended March 31, 2011 (Un-Audited)

	2011 Q1 Actual	2011 Q1 Budget	Variance	2011 Approved Budget	YE Forecast
Memberships	\$ 699,790	\$ 686,000	\$ 13,790	\$ 2,426,300	\$ 2,426,300
Admission Fees	363,517	380,000	(16,483)	1,270,500	1,270,500
Lesson Fees	240,193	200,700	39,493	834,200	834,200
Rentals - Facility	466,501	445,100	21,401	1,537,500	1,537,500
Advertising/Sponsorship	135,094	129,500	5,594	535,200	535,200
Sale of Goods (Commission & Vending)	22,204	23,900	(1,696)	85,200	85,200
Miscellaneous Revenue	13,423	-	13,423	13,800	27,200
Total Revenue	\$ 1,940,722	\$ 1,865,200	\$ 75,522	\$ 6,702,700	\$ 6,716,100
Personnel Costs	\$ 1,009,643	\$ 1,091,300	\$ (81,657)	\$ 4,342,800	\$ 4,342,800
Contracted & General Services	172,044	186,100	(14,056)	741,400	691,600
Utilities	305,307	249,500	55,807	827,700	927,700
Materials, Goods & Supplies	104,981	120,100	(15,119)	412,400	412,400
Transfer to Reserves	16,854	14,900	1,954	50,000	50,000
Transfer to Operations - Aquatics	215,013	185,500	29,513	751,200	751,200
Transfer to Operations - Public Works	210,149	180,800	29,349	719,200	739,200
Total Expenditure	\$ 2,033,991	\$ 2,028,200	\$ 5,791	\$ 7,844,700	\$ 7,914,900
Net Surplus (Deficit)	\$ (93,269)	\$ (163,000)	\$ 69,731	\$(1,142,000)	\$(1,198,800)
Recovery Rate	95%	92%		85%	85%
Cost Centre 3171 Revenue	\$ 148,667	\$ 151,800	\$ (3,133)	\$ 479,900	\$ 491,904
Cost Centre 3171 Expenses	32,842	33,300	(458)	136,200	135,741
Operating Surplus (Deficit)	\$ 115,825	\$ 118,500	\$ (2,675)	\$ 343,700	\$ 356,163

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Total Operating Surplus (Deficit)

\$	22,556	\$	(44,500)	\$	67,056	\$	(798,300)	\$	(842,637)
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Department Overview

The Servus Place deficit for the first quarter (Q1) 2011 is \$93,269. The recovery rate for the first quarter is 95%.

Revenue Analysis

Total revenue for Q1 2011 is \$1,940,722. Total revenue variance for Q1 2011 is \$75,522 (4.0%) above budget projections.

- Memberships are above budget projections by \$13,790 (2.0%).
- Admission Fees are below budget projections by \$16,483 (-4.3%).
- Lesson Fees are above budget projections by \$39,493 (19.7%).
- Rentals - Facility are above budget projections by \$21,401 (4.8%)
- Advertising/Sponsorship is above budget projections by \$5,594 (4.3%)
- Sale of Goods (Commission & Vending) is below budget projections by \$1,696 (-7.1%)
- Miscellaneous Revenue is above budget projections by \$13,573

Overall the variance in budget is due to higher than anticipated revenues in memberships, lesson fees, facility rentals and miscellaneous revenue.

The first quarter of 2011 saw the strongest membership and day admission revenue totals in the facility's history but in line with budget projections. Member accesses and paid pass totals were also the highest of any quarter.

Q1 2011 was also extremely busy from an events perspective. Servus Place hosted local, provincial, national and international events including the Continental Cup of Curling, John Reid Tournament and the 55+ Winter Games. These events contributed to the higher than budgeted facility rental revenue as well as the variance in miscellaneous revenue. These events were charged for extra services and which were offset on the expense side where the actual costs of the services provided were realized.

Lesson fee revenue is substantially over budget for Q1 2011. Fitness personal training and registered program revenue were the highest that the facility has seen since opening in 2005. The first quarter for all drop-in and registered recreation programs was strong specifically in the areas of preschool parented and un-parented programming, community Learn to Skate programming as well as the various adult drop-in shinny hockey programs that were offered.

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Expense Analysis

Total expenses for Q1 2011 are \$2,033,991. Total expense variance for Q1 was \$5,791 (0.3%) above budget projections.

- * Personnel Costs are below budget projections by \$81,657 (-7.5%).
- * Contracted & General Services are below budget projections by \$14,056 (-7.6%).
- * Utilities are above budget projections by \$55,807 (22.4%).
- * Materials, Goods & Supplies are below budget projections by \$15,119 (-12.6%).
- * Transfer to Reserves is above budget by \$1,954 (13.1%)
- * Transfer to Operations - Aquatics is above budget projections by \$29,513 (15.9%).
- * Transfer to Operations - Public Works is above budget projections by \$29,349 (16.2%).

Below budget expenses in contracted and general services, materials, goods and supplies and personnel costs were offset by above budget expenses in utilities for increased utility rates due to electricity and natural gas and higher than anticipate transfers to aquatics and public works to result in an expense variance of \$5,791 above budget.

2010 Forecast

Based on the Q1 financial information and analysis of trends, Servus Place is forecasting a year end net deficit of \$1,198,800 against a budgeted deficit of \$1,142,000, an increase of 5.0%. The cost recovery remains at 85%.

Utilities have been updated to accommodate increased rates from electricity and natural gas. Transfer to public works has been increased under expenses which are offset by the increase in miscellaneous revenue on the revenue side.

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Guest Services

The first quarter of 2011 saw the strongest membership and day admission revenue totals in the facility's history. Member accesses and paid pass totals were also the highest of any quarter. There may be some correlation to the cold winter weather that took place.

Guest Services has launched a member questionnaire that ran throughout Q1 of 2011. This questionnaire will provide valuable baseline information that Guest Services can use to evaluate their customer service levels.

Membership

Memberships	Q1 2009 Actual	Q1 2010 Actual	Q1 2011 Actual	Q1 2011 Budget	Q1 2011 Variance
Adult	3,197	3,259	3,276	3,095	182
Child	788	541	421	528	-107
Family	1,931	2,173	2,331	2,264	66
Senior	693	812	864	755	109
Student	502	532	485	528	-44
Youth	453	378	371	378	-7
Total Members	7,563	7,696	7,748	7,548	200
Total Paid Membership Units	6,008	5,982	5,910	5,765	145
Corporate Memberships	1,816	2,052	2,030		
Membership Revenue	\$ 651,942	\$ 674,199	\$ 699,790	\$ 686,000	\$ 13,790

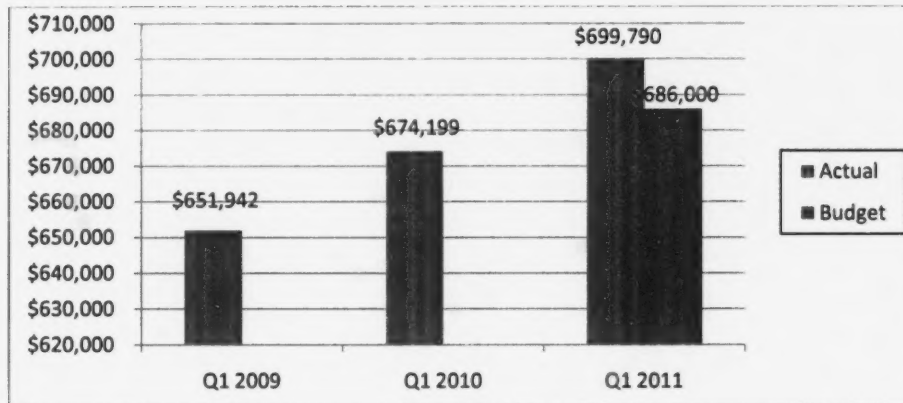
Membership revenue for Q1 2011 is \$699,790 which is 2.0% above budget and 3.7% above the first quarter of 2010.

The average number of family membership units per month for Q1 2011 is 507, which equates to 4.6 individual members per family membership unit.

There were 2,030 corporate members in Q1 2011. The corporate members in Q1 2011 make up 26.2% of the total members.

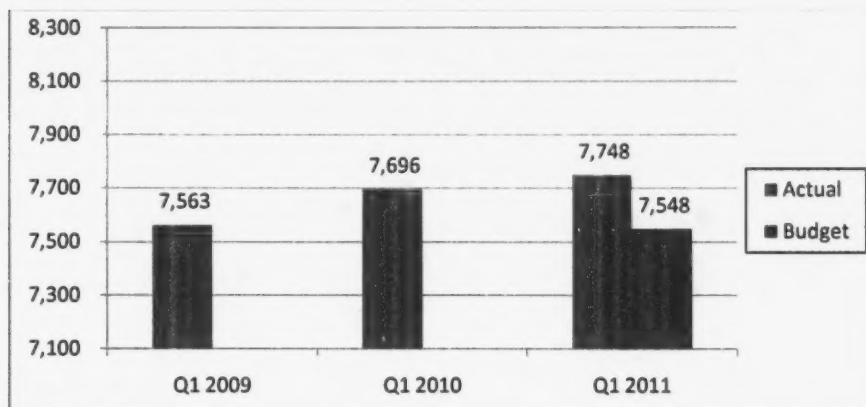
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Membership Revenue



The 2011 budget is based on a blended rate of \$39.68. The actual blended rate for Q1 2011 is \$39.46, which is an increase of \$1.89 over the blended rate for Q1 2010 (\$37.57) and \$3.29 over Q1 2009 (\$36.17).

Total Members

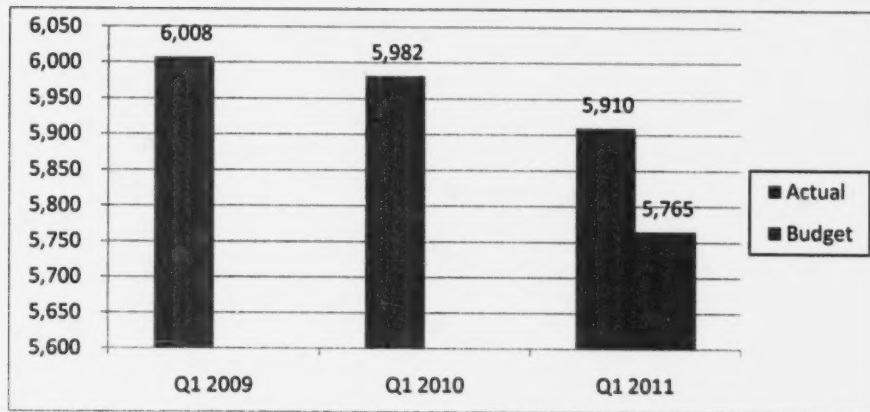


* In 2009, there was no budget for members, only membership units.

In Q1 2011, there was an average of 7,748 members per month, which is 2.6% above budget and 0.7% above Q1 2010. Actual members for Q1 2011 were above budget due to the increase in the higher value "family" membership category.

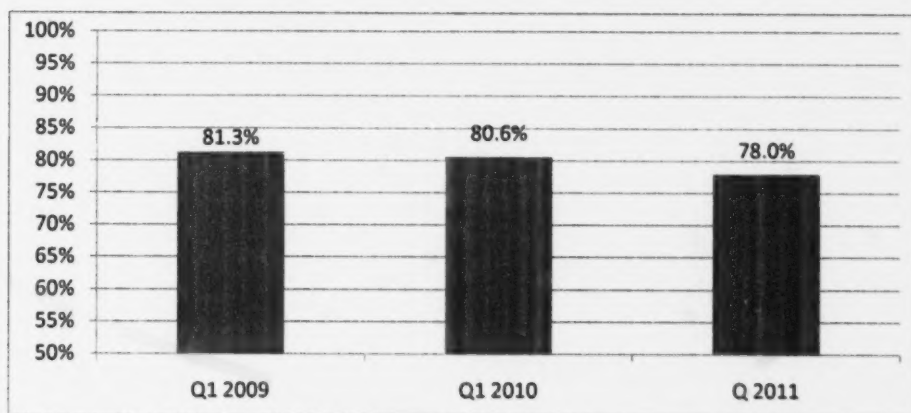
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Membership Units



Membership units for Q1 2011 are 5,910, which is above budget by 2.5%. Although the membership units are lower than 2010, membership revenue has exceeded both budget 2010, due to the increase in the higher valued "family" membership category.

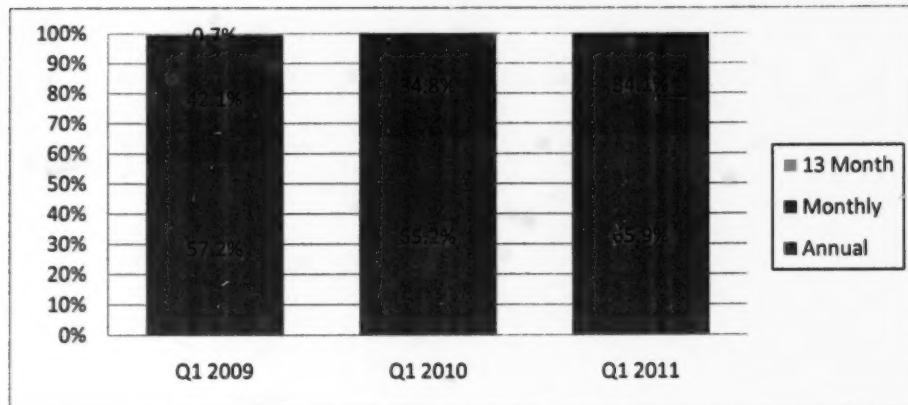
Percentage of Members who are St. Albert Residents



In Q1 2011, the average percentage of members who are St. Albert residents is 78.0%.

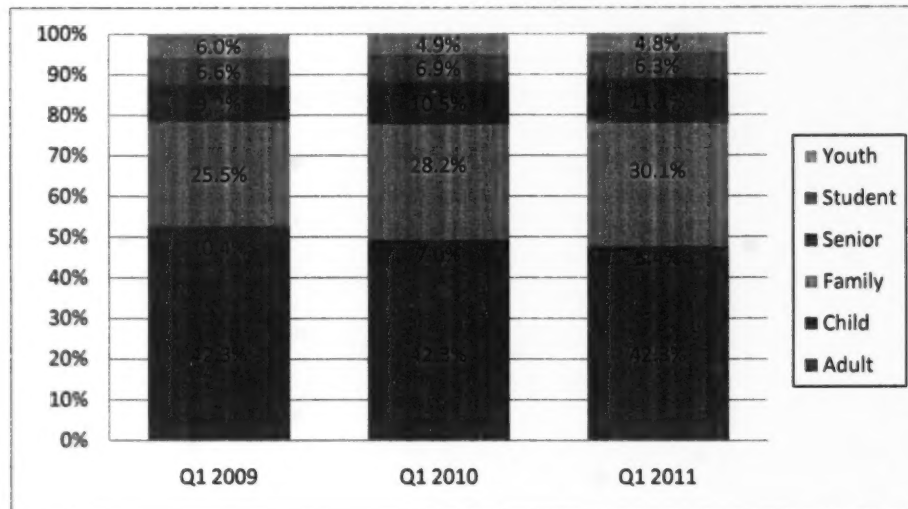
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Members by Type



In Q1 2011, annual memberships accounted for 65.9% of the total memberships which is a slight increase from 2010. Annual membership totals are the key indicators of sustained monthly revenues that contribute, as a large driver, to the facility financial model.

Members by Demographic



In Q1 2011, there has been a 1.9% increase in the number of family members and a 1.6% decrease in the number of child members compared to Q1 2010. All other membership categories have remained relatively consistent.

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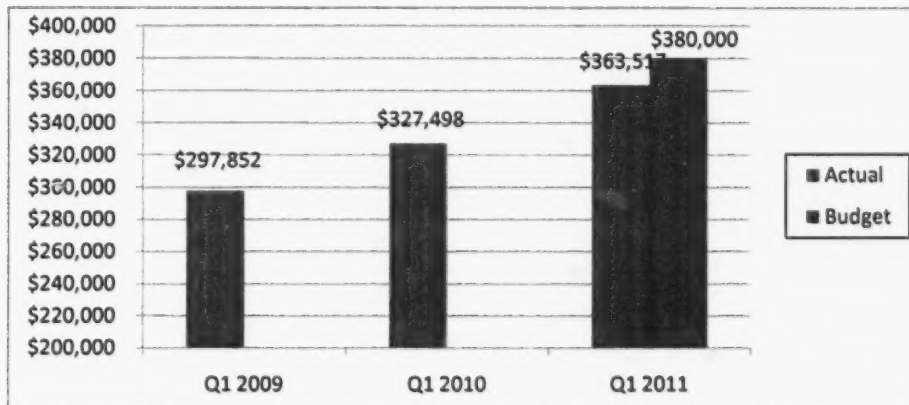
Day Admissions

Day Admissions	Q1 2009 Actual	Q1 2010 Actual	Q1 2011 Actual	Q1 2011 Budget	Q1 2011 Variance
Adult	13,175	13,544	15,288	14,357	931
Child	15,001	17,468	17,347	19,914	-2,567
Family	3,623	4,438	4,374	5,558	-1,184
Senior	1,225	990	1,206	927	279
Youth	4,303	4,976	6,244	5,558	686
Total Paid Pass Units	37,327	41,416	44,459	46,314	-1,855
Total Membership Swipes	114,335	119,298	118,513		
Total Day Uses	151,662	160,714	162,972		
Total Paid Passes	N/A	N/A	58,377		
Total Complimentary Passes	2,210	2,058	1,945		
Paid Pass Revenue	\$ 282,890	\$ 313,980	\$ 347,111	\$ 366,300	\$ (19,189)
Childminding Revenue	\$ 13,013	\$ 12,240	\$ 15,482	\$ 12,500	\$ 2,982
Community Drop-In Program Revenue	\$ 1,949	\$ 1,278	\$ 924	\$ 1,200	\$ (276)
Total Admission Fees Revenue	\$ 297,852	\$ 327,498	\$ 363,517	\$ 380,000	\$ (16,483)

Paid pass revenue is \$347,111, which is 5.2% below budget and 10.6% above Q1 2010. The day admission blended rate for Q1 2011 is \$7.81. This blended rate represents the average admission price per paid pass unit.

For Q1 2011, one family paid pass unit equates to 4.2 paid passes. Paid passes are the number of individuals who access the facility.

Day Admission Revenue



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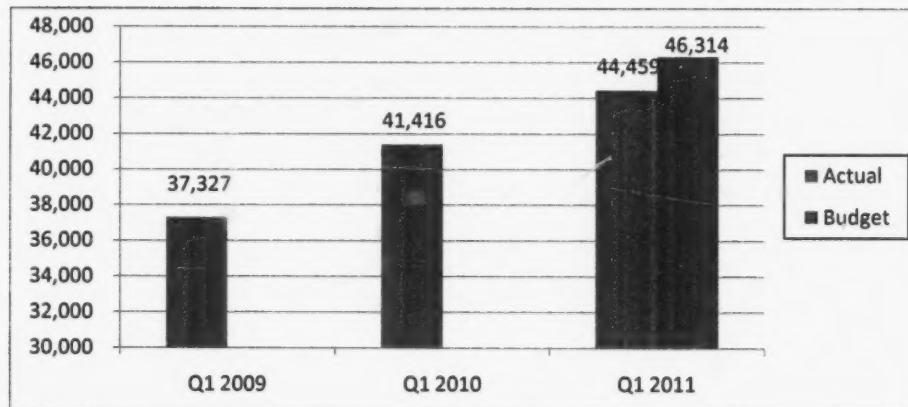
Servus Place Day Admissions - Postal Code Breakdown for Q1 2011

Servus Place Day Admissions Postal Code Breakdown**	Q1 2010	Q1 2011
Edmonton	18%	12%
Morinville	2%	2%
Not provided	4%	2%
Outside Alberta	0%	0%
St. Albert	69%	78%
Sturgeon	1%	1%
Other Areas of Alberta*	5%	5%
Total	100%	100%

* Other areas of Alberta includes Stony Plain, Fort Saskatchewan, Sherwood Park, Spruce Grove and various locations around Alberta.

**Servus Place began collecting postal code information for day passes sold in May of 2009.

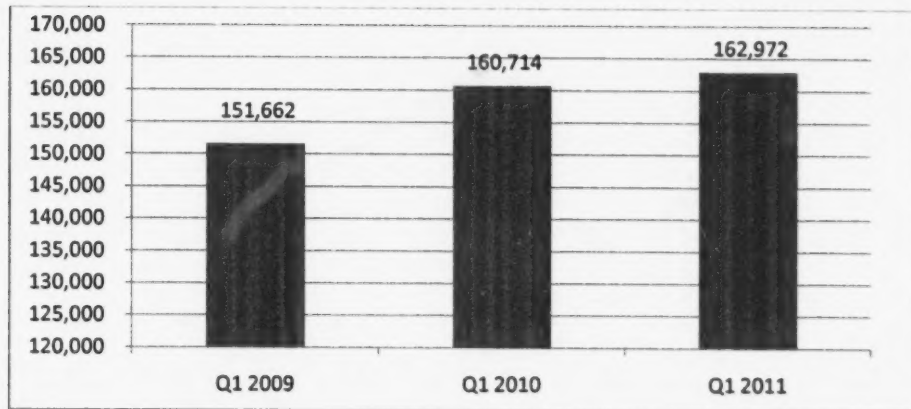
Paid Day Pass Units



In Q1 2011 total paid day pass units are 44,459, which is 4.0% below budget but 7.3% above Q1 2010. Servus Place anticipated stronger growth in 2011 paid passes than was realized.

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Total Day Uses



Total paid day uses for Q1 2011 were 162,972, which is 1.4% over Q1 2010 and 7.5% over Q1 2009.

In Q1 2011, the average number of paid day admissions was 1,810 per day. With almost 61,000 day uses, March 2011 resulted in the highest number of day uses in one month for Servus Place. Day uses for the first quarter of 2011 were approximately 163,000, a record quarter. Spring Break, March 28 - April 1, experienced large volumes of participation with March 28 seeing 2,965 people using the facility; a new one day record.

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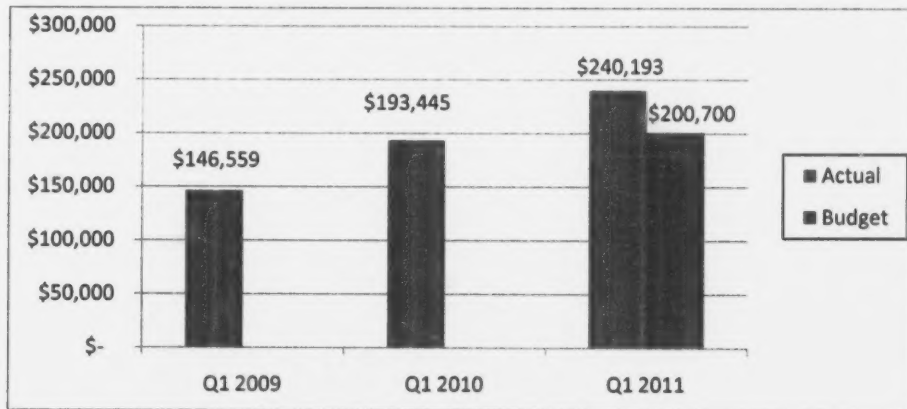
Lesson Fees

Lesson Fees	Q1 2009 Actual	Q1 2010 Actual	Q1 2011 Actual	Q1 2011 Budget	Q1 2011 Variance
Fitness	\$ 105,569	\$ 139,967	\$ 181,550	\$ 146,700	\$ 34,850
Recreation	\$ 27,071	\$ 53,478	\$ 58,643	\$ 54,000	\$ 4,643
Net Revenue	\$ 146,559	\$ 193,445	\$ 240,193	\$ 200,700	\$ 39,493

Lesson fee revenue is substantially over budget for Q1 2011. This variance is due to higher than anticipated revenues for personal training and registered recreation and fitness programs.

The variance between 2009 and 2010 recreation program lesson fees is due to the fact that in 2010, all City run recreation programming was moved to Servus Place. Beginning in 2010, revenue and expenses for these programs was recognized in the Servus Place budget, whereas in 2009, it was recorded under a separate cost centre.

Lesson Fees Revenue

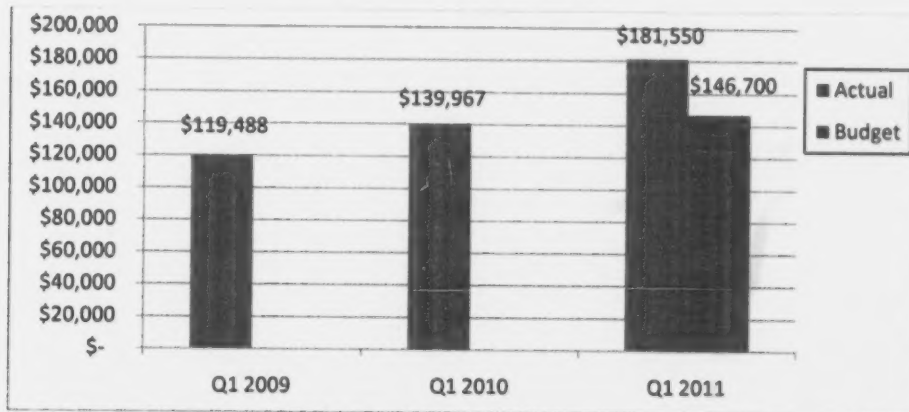


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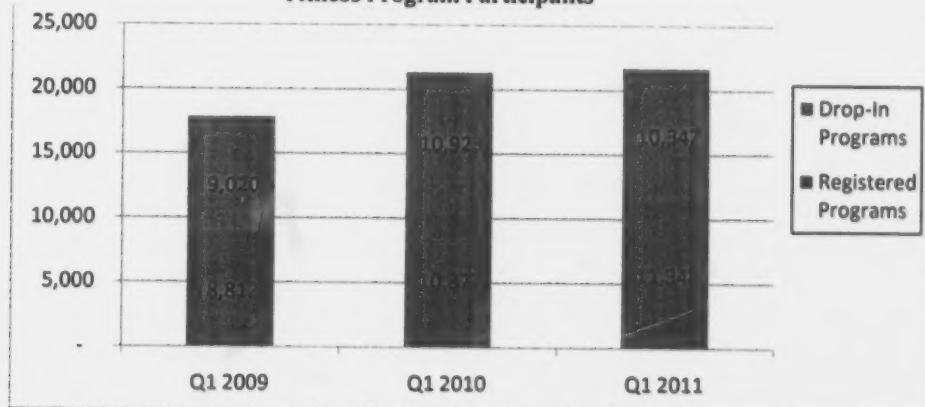
Fitness

In Q1 2011 fitness program revenue is \$181,550 which is 23.8% above budget and 29.7% over Q1 2010. Personal training and registered program revenue were the highest that the facility has seen since opening in 2005.

Fitness Program Revenue



Fitness Program Participants



There were 447 drop-in programs in Q1, averaging 23 participants per class. Drop-in programs are included with membership or day admission to Servus Place and can be directly attributed to supporting the overall membership growth.

In Q1 2011, Servus Place launched kettlebell classes. Kettlebells are bowling ball-sized cast iron weights with a single looped handle on top. This workout requires an athlete to focus on whole-body conditioning because lifting and controlling a kettlebell forces the entire body, and specifically the core. There are five different classes running at between 90-100% capacities.

Fitness staff completed the NAIT practicum presentation to 35 students and has one full time practicum student that started in February.

The sport performance partnership between Servus Place and St. Albert Soccer Association was renewed to provide seven teams with dry land pre-season group soccer sport conditioning.

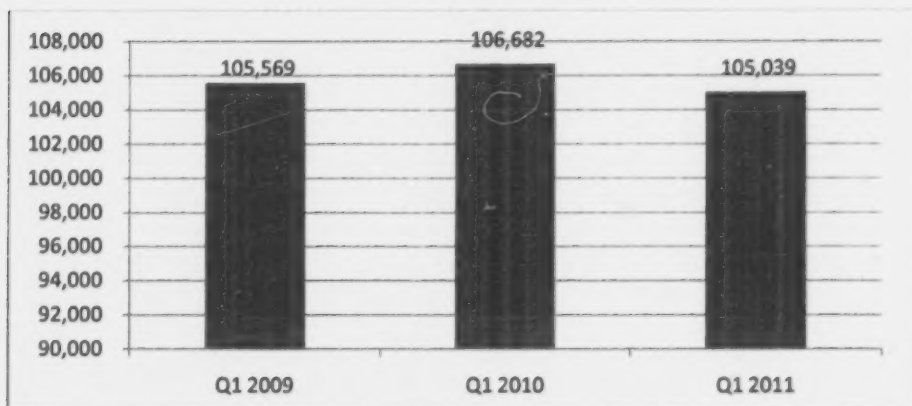
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Fitness & Wellness Centre

Fitness & Wellness Centre	Q1 2009 Actual	Q1 2010 Actual	Q1 2011 Actual
Fitness & Wellness Centre Users	105,569	106,682	105,039
Daily Average	1,188	1,200	1,180

In Q1 2011, there were 105,039 users of the Fitness & Wellness Centre. Servus Place is beginning to hit thresholds in the Fitness Centre during peak times.

Fitness Centre Users



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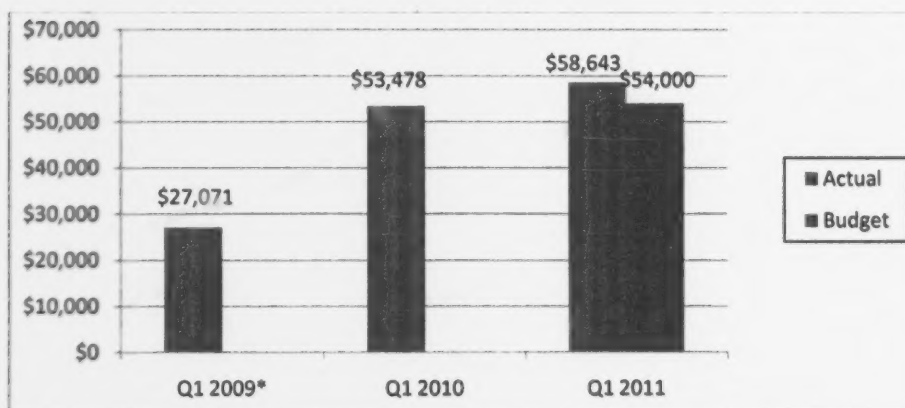
Recreation

Recreation program revenue for Q1 2011 is \$58,643 which is 8.6% above budget due to higher than anticipated program registrations in both the community and Servus Place preschool programs.

The first quarter for all drop-in and registered recreation programs was strong specifically in the areas of preschool parented and un-parented programming, community Learn to Skate programming as well as the various adult drop-in shinny hockey programs that were offered.

Child minding participation was at its highest levels of any quarter in the facility's history, serving an average of 1,085 children per month.

Recreation Program Revenue



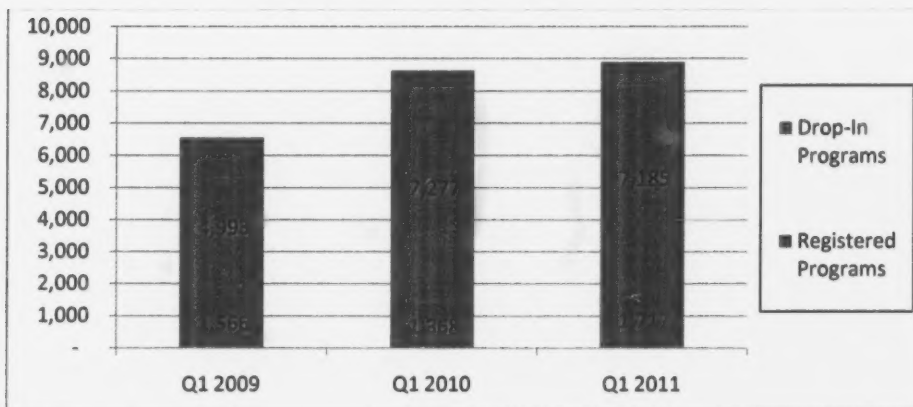
* In 2009, all City run recreations programming was moved to Servus Place. However, the revenue and expenses for these programs has only been recognized as part of the Servus Place since 2010, thusly, 2009 is not an accurate comparison for recreation program revenue.

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Servus Place Recreation Programs

Preschool and children's recreation programs were strong particularly in the registered Active Kids Preschool classes and the parented Coffee & Crayons program. The children's sport programs such as Sports of All Sorts and Ball Sports also experienced high registration numbers.

Participants in Servus Place Recreation Programs

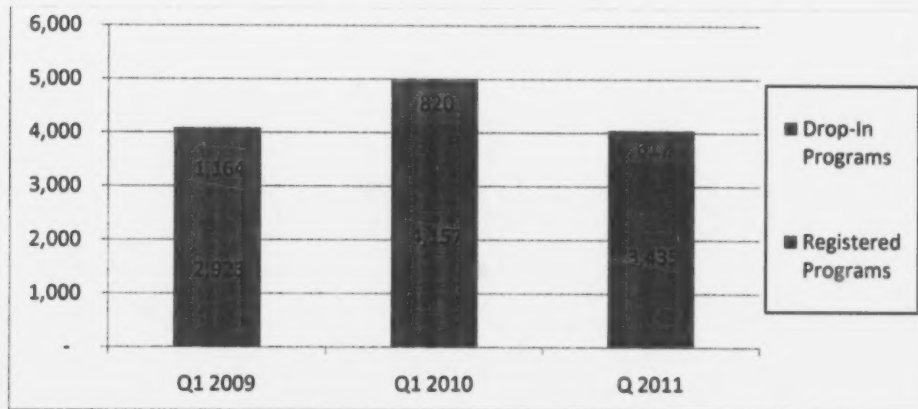


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Community Recreation Programs

Community Learn to Skate programs continue to be very well attended, however a slight decrease in the numbers for both the Doodles and Play and Learn programs was seen.

Participants in Community Recreation Programs



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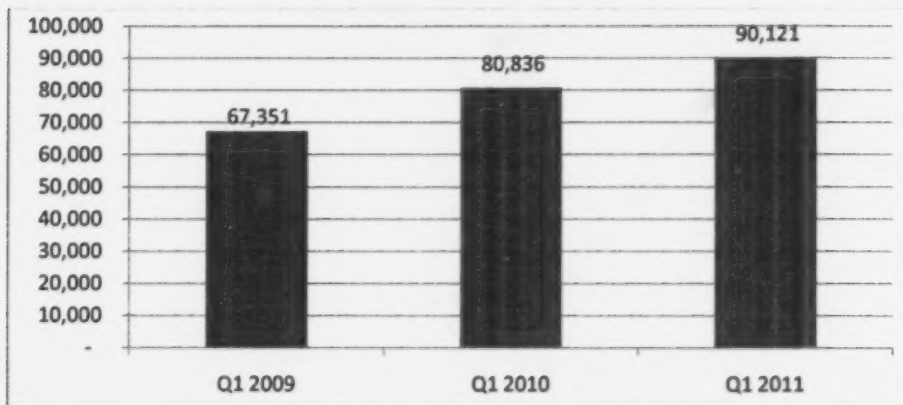
Aquatics

Landrex Water Play Centre Use	Q1 2009 Actual	Q1 2010 Actual	Q1 2011 Actual
Water Play Centre Users	67,351	80,836	90,121
Daily Average	758	909	1,012
Servus Place Annual Member Swipes at FPRC	5,275	6,235	5,761
Servus Place Annual Member Swipes at Grosvenor	0	0	0
Total	5,275	6,235	5,761

In Q1 2011, there were 90,121 users of the Landrex Water Play Centre, an increase of 11.5% from Q1 2010. The Water Place Centre is beginning to hit thresholds for capacity during peak times.

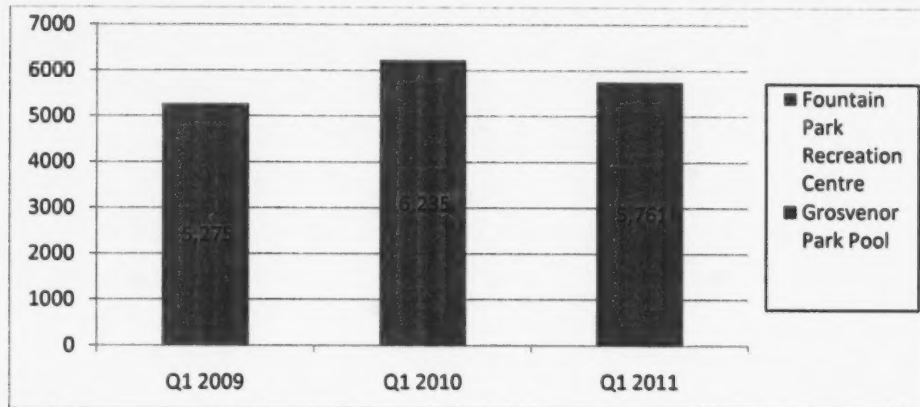
The highest attendance days were during Family Day long weekend, February 20 had 2,483 users and February 21 had 2,657 users.

Water Play Park Users



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Servus Place Annual Member Swipes at Fountain Park Recreation Centre and Grosvenor Park Pool



In Q1 2011, member uses were recorded at 5,761 at Fountain Park Recreation Centre. Grosvenor Pool has been closed for the season during this quarterly reporting period.

Fountain Park Recreation Centre was closed from November 29, 2010 to January 23, 2011. During this shutdown, Servus Place accepted the Fountain Park Recreation Centre (FPRC) annual membership card, multi-pass card or coupon for use of the Servus Place Landrex Water Play Centre exclusively to accommodate users who have been displaced by the FPRC shutdown. Throughout the FPRC shutdown, Servus Place was visited approximately 700 times by Fountain Recreation Centre users.

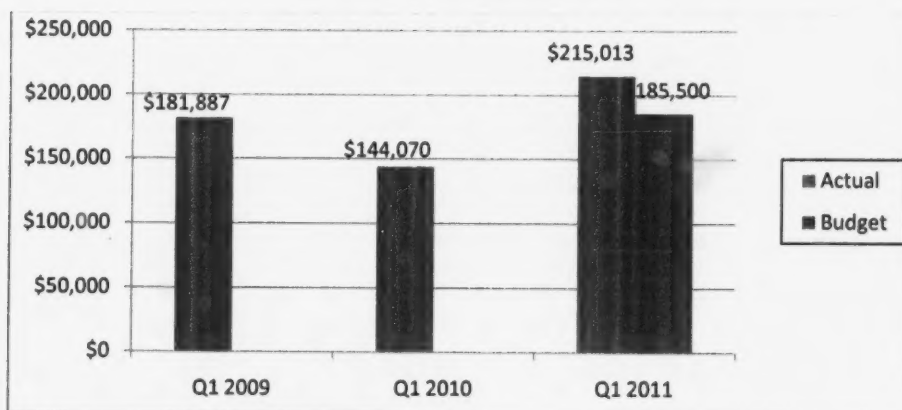
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Aquatics Internal Contracts

Aquatics Internal Contracts	Q1 2009 Actual	Q1 2010 Actual	Q1 2011 Actual	Q1 2011 Budget	Q1 2011 Variance
	\$ 181,887	\$ 144,070	\$ 215,013	\$ 185,500	\$ 29,513

The variance for aquatics internal contracts was due primarily to an unanticipated purchase of filter cells that were at the end of their lifecycle as well as a bulk chemical purchase. Aquatics internal contracts are currently projecting to be on budget at the end of the year.

Aquatics Internal Contracts



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Booking & Events

Facility Rental Revenue	Q1 2009 Actual	Q1 2010 Actual	Q1 2011 Actual	Q1 2011 Budget	Q1 2011 Variance
Arenas	\$ 205,634	\$ 244,965	\$ 246,021	\$ 247,500	\$ (1,479)
Fieldhouses	\$ 105,365	\$ 131,809	\$ 106,768	\$ 97,500	\$ 9,268
Gymnasiums	\$ 10,414	\$ 11,648	\$ 13,205	\$ 10,160	\$ 3,045
Meeting rooms	\$ 15,965	\$ 11,101	\$ 19,412	\$ 10,820	\$ 8,592
Leaseholders	\$ 36,819	\$ 58,425	\$ 60,759	\$ 60,000	\$ 759
Parties	\$ 10,139	\$ 8,539	\$ 3,482	\$ 4,220	\$ (738)
Refurbishment Charges*	\$ -	\$ 17,993	\$ 16,854	\$ 14,900	\$ 1,954
Total	\$ 444,337	\$ 484,479	\$ 466,501	\$ 445,100	\$ 21,401

* In 2009, refurbishment charges were not broken out separately but included in the rental revenue for each floorplate.

The variance in meeting room rental is due to additional revenue received for use of the Event Office during the Continental Cup of Curling and John Reid Hockey Tournament,

Q1 2011 Events

- Steel Games January 3, 19, 28, 29, February 4, 5, 11, 15, 21, 28
- Continental Cup of Curling January 13 -16
- John Reid Tournament January 21 - 23
- SASA Family Day Soccer Tournament February 18 - 21
- 55+ Alberta Games February 24 - 27
- Slush Cup Soccer Tournament March 4 - 8
- Soccer Provincials March 18 - 20

The 2011 Continental Cup of Curling was a precedent setting event at Servus Place which put the facility and the City of St. Albert in the international spotlight and included the following:

- TSN coverage
- Hosted over 20,000 people over a 4 day period
- Converted the performance arena into a curling venue
- Installed a new glass system in the performance arena
- Built a media bench
- Ushered spectators
- Implemented an internet network to accommodate streaming video and live television coverage
- Transformed Troy Murray arena into an entertainment venue
- Removed bleachers to build a sponsor lounge
- Removed more garbage and cleaned more washrooms in a week than we normally do in a month
- Operating costs for this event are charged back to the organizer and recorded under "Miscellaneous Revenue" account not Rentals - Facility

The Alberta 55 Plus Winter Games were held from February 24 - 27 with the four sporting events (Hockey, Carpet Bowling, Scrabble and Duplicate Bridge), the opening and closing ceremonies, Volunteer Centre and food court all hosted at Servus Place. Over 1,100 participants in the event, 300 non participating guests and 615 volunteers were part of the three day event.

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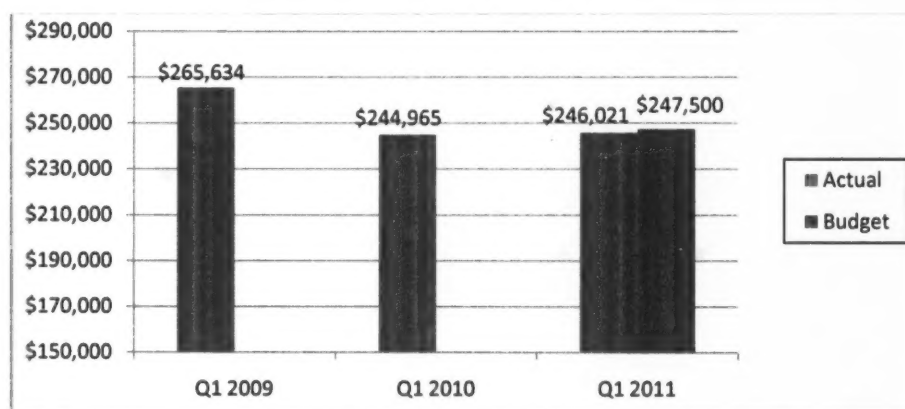
Arena Rental

Arena	Q1 2009 Actual	Q1 2010 Actual	Q1 2011 Actual	Q1 2011 Budget	Q1 2011 Variance
Hours rented	2,236	2,418	2,471	2,455	16
Hours programmed/maint.	1,017	922	1,061	845	216
Total hours used	3,253	3,340	3,532	3,300	232
Total hours available	4,988	5,076	4,991	4,538	453
% Utilized Total	65%	66%	71%	73%	-2%
Prime time hours rented	1,795	1,867	1,745	1,790	-45
Prime time Hours programmed/maint.	509	382	476	350	126
Prime time hours used	2,304	2,249	2,221	2,140	81
Prime time hours available	2,821	2,497	2,497	2,483	14
% Utilized Prime Time	82%	90%	89%	86%	3%
Revenue	\$ 265,634	\$ 244,965	\$ 246,021	\$ 247,500	\$ (1,479)

There is very close to budget for Q1 2011. The small variance can be attributed to a drop in use by sport partners during the end of March

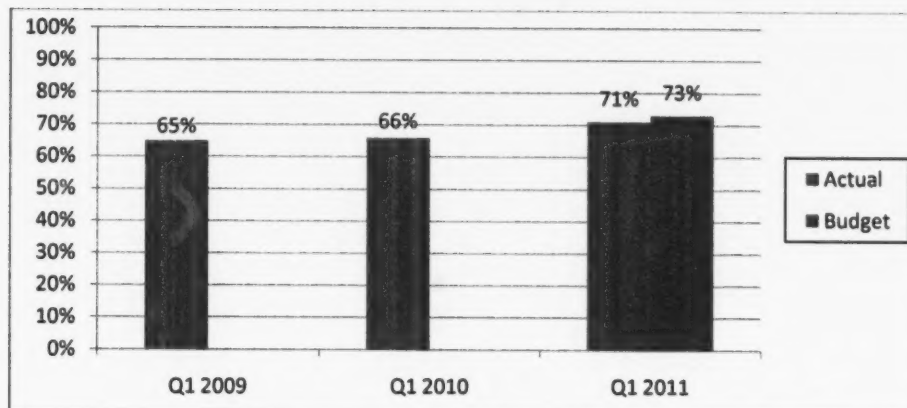
Approximately 70 arena hours (including about 50 primetime hours) were utilized for competition during the Alberta 55 Plus Winter Games. These facility hours were tracked as rental hours but recorded as gift in kind.

Arena Rental Revenue

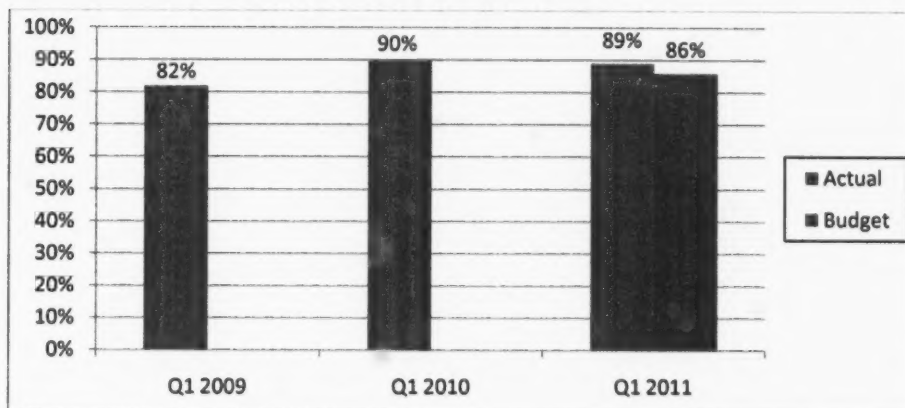


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Arena Total Utilization



Arena Primetime Utilization



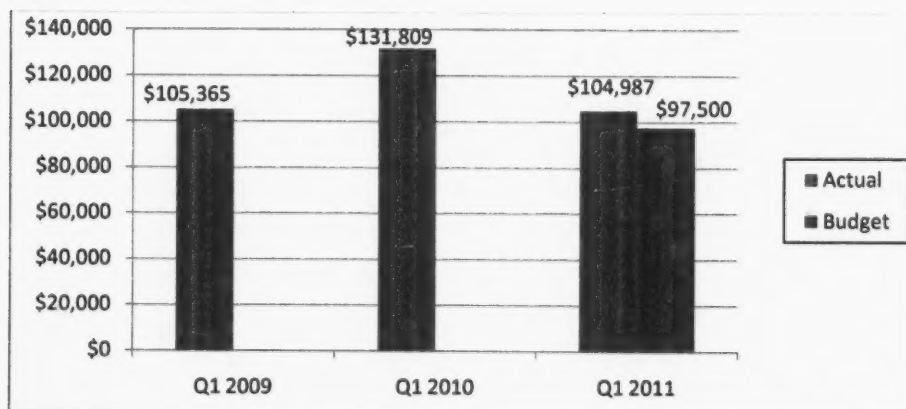
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Fieldhouses Rental

Fieldhouse	Q1 2009 Actual	Q1 2010 Actual	Q1 2011 Actual	Q1 2011 Budget	Q1 2011 Variance
Hours rented	1,152	1,358	1,502	1,394	108
Hours programmed/maint.	370	369	360	389	-29
Total hours used	1,522	1,727	1,862	1,783	79
Total hours available	2,982	3,199	3,251	3,237	14
% Utilized Total	51%	54%	57%	55%	2%
Prime time hours rented	987	1,152	1,140	1,058	82
Prime time Hours programmed/maint.	180	122	144	178	-34
Total Prime time hours used	1,167	1,274	1,284	1,236	48
Prime time hours available	1,589	1,639	1,656	1,656	0
% Utilized Prime Time	73%	78%	78%	75%	3%
Revenue	\$ 105,365	\$ 131,809	\$ 106,768	\$ 97,500	\$ 9,268

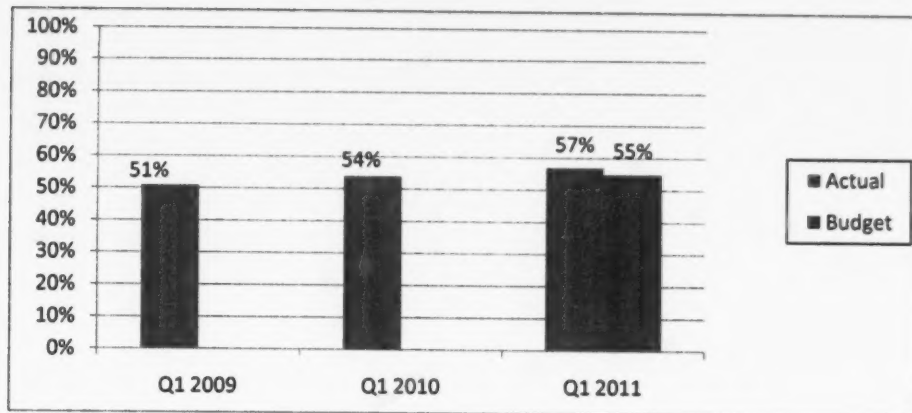
Although fieldhouse hours rented are substantially over budget, the fieldhouse revenue is only slightly over budget. The reason for this variance is approximately 130 hours (including about 85 primetime hours) were used for competition during the Alberta 55 Plus Winter Games . These facility hours were tracked as rental hours but recorded as gift in kind.

Fieldhouse Rental Revenue

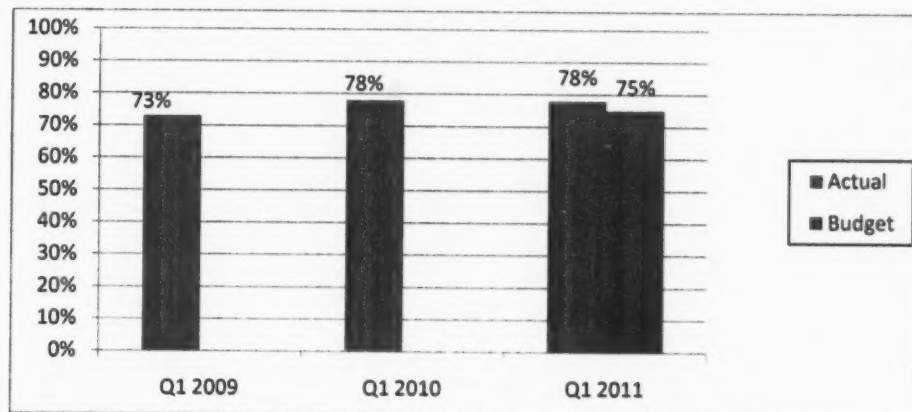


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Fieldhouse Total Utilization



Fieldhouse Primetime Utilization



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Gymnasium Rental

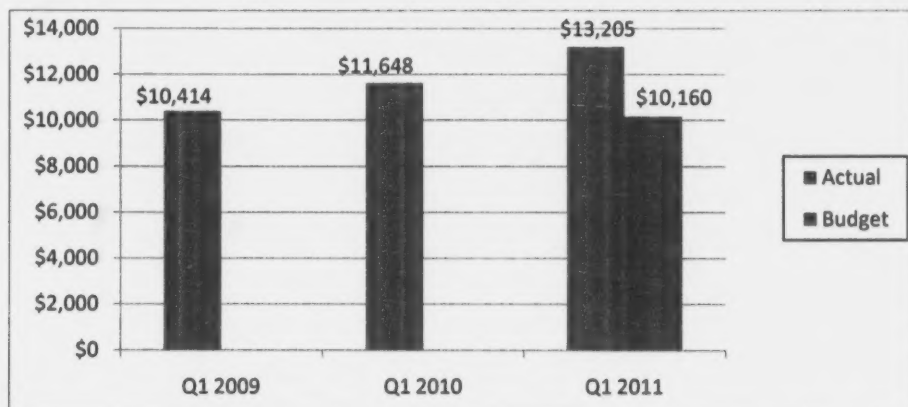
Gymnasiums	Q1 2009 Actual	Q1 2010 Actual	Q1 2011 Actual	Q1 2011 Budget	Q1 2011 Variance
Hours rented	288	297	405	254	151
Hours programmed/maint.	999	880	909	964	-55
Hours of spontaneous use	1,789	1,504	2,099	1,124	975
Total hours used	3,076	2,681	3,413	2,342	1,071
Total hours available	4,512	4,512	4,512	3,132	1,380
% Utilized Total	68%	59%	76%	75%	1%
Prime time hours rented	250	229	308	254	54
Prime time Hours programmed/maint.	528	576	534	646	-112
Prime time hours of spontaneous use	969	768	1,014	1,183	-169
Total Prime time hours used	1,747	1,573	1,856	2,083	-227
Prime time hours available	2,384	2,304	2,322	2,744	-422
% Utilized Prime Time	73%	68%	80%	76%	4%
Revenue	\$ 10,414	\$ 11,648	\$ 13,205	\$ 10,160	\$ 3,045

Gymnasium rental revenue is slightly above budget due to increased use by sport partners, specifically Slam Basketball and Fastball with pre season sessions.

Gymnasium rental revenue is limited due to the availability of only one court for booking and limited demand from groups. Gymnasium rental revenue is only brought in on rental hours. Programmed, maintenance and spontaneous use does not bring revenue directly into facility rentals. Revenue for these hours is realized under program revenue or viewed as a benefit of membership or day admission.

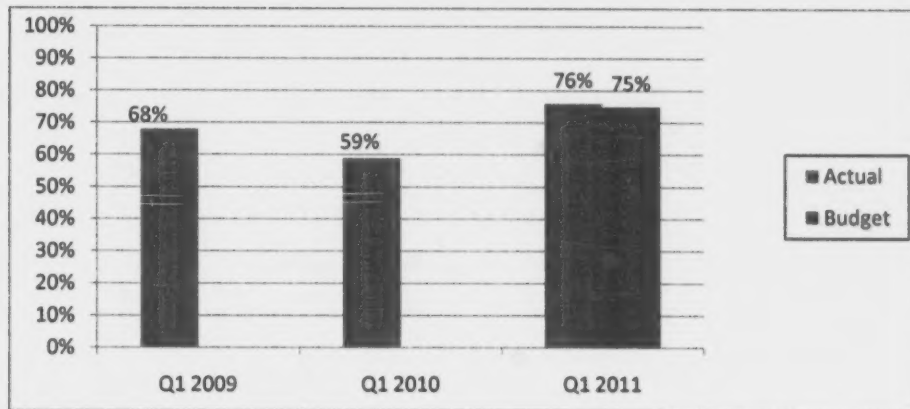
As membership and day admissions grow, there is increased use of the gymnasiums for drop-in and spontaneous activities. At times, use of all three courts is required for spontaneous use.

Gymnasium Rental Revenue

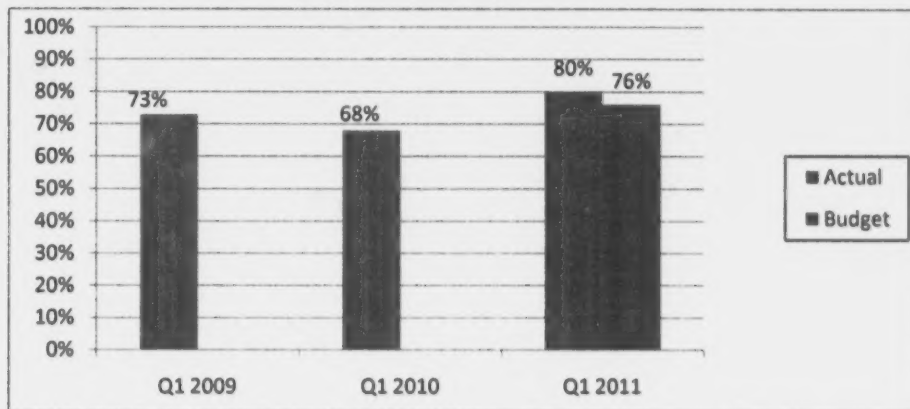


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Gymnasium Total Utilization



Gymnasium Primetime Utilization



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Business & Marketing

Business & Marketing worked with Business & Tourism Development in the design of parking lot sign holders for Servus Place that incorporate the Servus Place and City of St. Albert brands. The new sign holders were delivered on March 31.

Best Western Hotel was secured as a 2 year sponsor. Servus Place and Best Western are now linked via websites. "Go Auto Direct" sponsored the February 21 Family Day at Servus Place. Activities on the day of included free bottled water, "Go Auto Direct" sport equipment and a draw for a family vacation.

The "Free Groceries for a Year" membership campaign ran from December 1, 2010 to January 31, 2011. During this campaign the purchase of an adult, senior, student or family annual membership to Servus Place entered individuals into a draw for a chance to win a \$5200 Sobeys Gift Card. Existing members in these membership categories were also automatically entered to win. The campaign resulted in an increase of 58 members and 20 membership units over the previous year and a revenue increase of over \$20,000.

Advertising, Fundraising and Sponsorship Inventory	Q1 2009 Actual	Q1 2010 Actual	Q1 2011 Actual	Q1 2011 Budget	Q1 2011 Variance
Total Spaces Sold	N/A	115	135	150	-15
Total Complimentary Spaces	N/A	11	2	4	-2
Total Internal Spaces	N/A	11	9	8	1
Total Spaces Used	133	137	146	162	-16
Total Space Available	197	197	205	204	1
% of Space Used	68%	59%	66%	79%	-13%

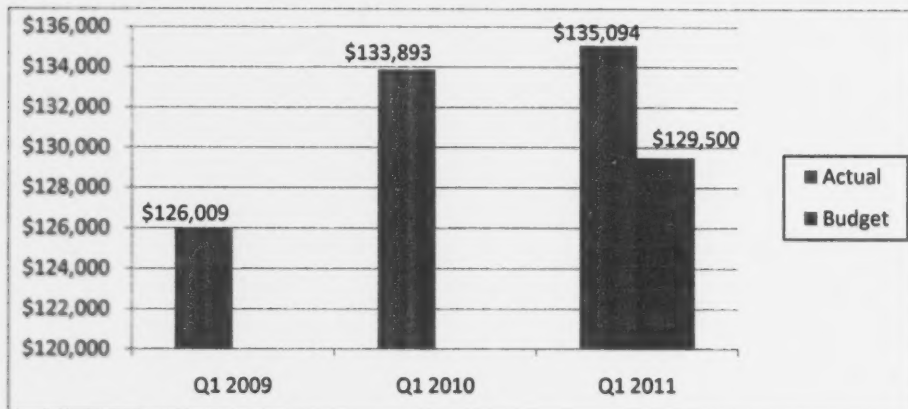
Q1 2011 Advertising Inventory

Advertising Fundraising and Sponsorship Inventory	Performance Arena	Mark Messier Arena	Troy Murray Arena	Sarasota fieldhouse	Pizza 73 fieldhouse	Community Gym	Information Boards	LCD Screens	Akinsdale Arena	Total
Total Spaces Sold	36	22	20	14	12	2	0	5	23	135
Total Complimentary Spaces	0	0	0	1	0	0	1	0	0	2
Total Internal Spaces	2	0	0	0	1	0	1	3	0	9
Total Spaces Used	39	22	20	16	14	2	2	8	24	146
Total Space Available	56	29	29	22	22	4	6	8	29	205
% of Space Sold	69%	76%	69%	71%	62%	58%	28%	109%	82%	71%

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Advertising, Fundraising and Sponsorship Revenue	Q1 2009 Actual	Q1 2010 Actual	Q1 2011 Actual	Q1 2011 Budget	Q1 2011 Variance
Advertising Revenue	\$ 31,009	\$ 38,143	\$ 44,167	\$ 41,500	\$ 2,667
Fundraising/Sponsorship	\$ 95,000	\$ 95,750	\$ 90,927	\$ 88,000	\$ 2,927
Total Revenue	\$ 126,009	\$ 133,893	\$ 135,094	\$ 129,500	\$ 5,594

Advertising and Sponsorship



Q1 2011 Advertising and sponsorship revenue is over budget for revenue but under budget for spaces sold. The reason for this variance is that the advertising budget for Q1 is based on an average monthly value per space of \$92.22. The actual monthly value of an advertising space sold in Q1 2011 was \$109.31.

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Operations

Ten new security cameras have been installed in the facility in order to increase security and facility safety.

The ongoing concerns with Air Handling Unit # 6 in the Landrex Water Play Centre are still being evaluated, a design and costing has been prepared by Stantec. Negotiations on the cost split will occur in April with Stantec, Barr Ryder and PCL.

Servus Place management revised and reviewed the capital plan for Servus Place and completed revised capital charters for 2012-2014.

Scheduled work occurred on the Ice Plant this included:

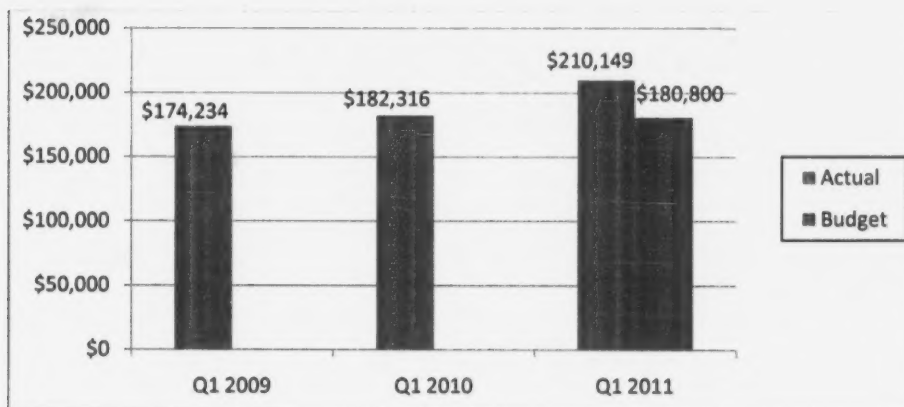
- Replacement of the Troy Murray/Mark Messier cooling tower
- Troy Murray Compressor rebuild
- Troy Murray Brine pump replacement

Public Works Internal Contracts

Public Works Internal Contracts	Q1 2009 Actual	Q1 2010 Actual	Q1 2011 Actual	Q1 2011 Budget	Q1 2011 Variance
	\$ 174,234	\$ 182,316	\$ 210,149	\$ 180,800	\$ 29,349

The variance in public works internal contracts is due to additional labour for Continental Cup of Curling and the Alberta 55+ Winter Games. Approximately \$13,000 of this expense has been recovered under miscellaneous revenue on the revenue side.

Public Works Internal Contracts



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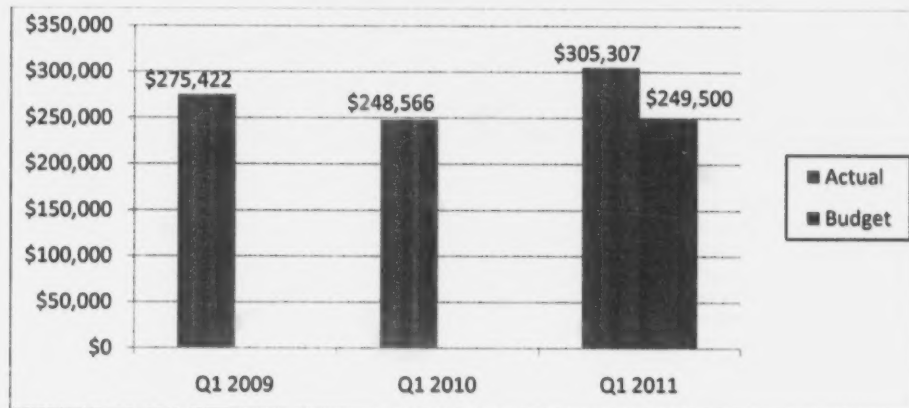
Utilities

Utilities	Q1 2009 Actual	Q1 2010 Actual	Q1 2011 Actual	Q1 2011 Budget	Q1 2011 Variance
Natural Gas	\$ 114,546	\$ 94,683	\$ 106,646	\$ 92,800	\$ 13,846
Water, Wastewater and Solid Waste	\$ 16,692	\$ 21,477	\$ 24,422	\$ 23,600	\$ 822
Electricity	\$ 139,451	\$ 128,200	\$ 170,689	\$ 129,800	\$ 40,889
Telephone and Cable	\$ 4,733	\$ 4,206	\$ 3,550	\$ 3,300	\$ 250
Total	\$ 275,422	\$ 248,566	\$ 305,307	\$ 249,500	\$ 55,807

The variance in the utilities is due to an increase in rates for electricity and natural gas. Servus Place anticipates that this trend will continue throughout 2011 and have forecasted a variance in the year end utility costs.

The 2011 utilities indicated above are based on estimates due to the delay between receiving the utility bills and the monthly reporting. When the bills are received all previously used estimates will be updated with the actual.

Utilities Expenses (Gas, Water and Electricity)



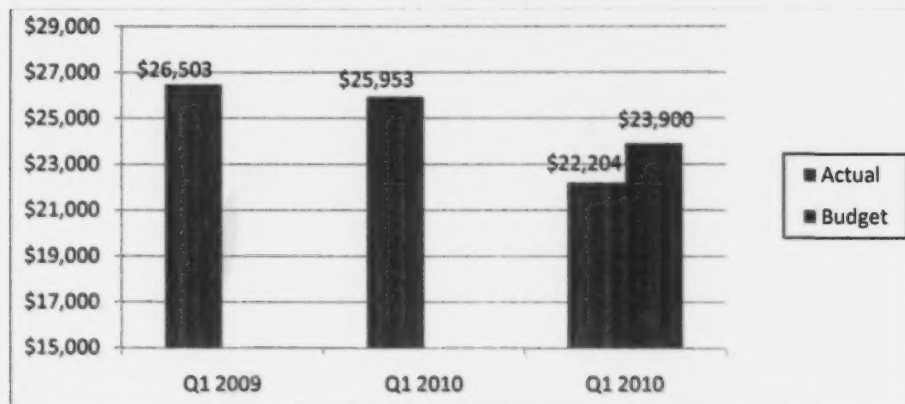
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Commissions & Vending

Commissions and Vending	Q1 2009 Actual	Q1 2010 Actual	Q1 2011 Actual	Q1 2011 Budget	Q1 2011 Variance
Vending Commission	\$ 16,066	\$ 15,845	\$ 10,436	\$ 16,100	\$ (5,664)
Locker Total Revenue	\$ 8,894	\$ 8,919	\$ 8,948	\$ 7,800	\$ 1,148
Guest Services	\$ 749	\$ 466	\$ 2,184	\$ -	\$ 2,184
Miscellaneous	\$ 794	\$ 723	\$ 636	\$ -	\$ 636
Total Revenue	\$ 26,503	\$ 25,953	\$ 22,204	\$ 23,900	\$ (1,696)

Commissions and vending revenue is below budget for Q1 2011 due to lower than anticipated vending commissions. During the last half of 2010, Servus Place noted a gradual decrease in the vending commissions which has now levelled out. This decrease may be attributed to the opening of Skybox Grill and Express in early 2010.

Commissions & Vending Revenue



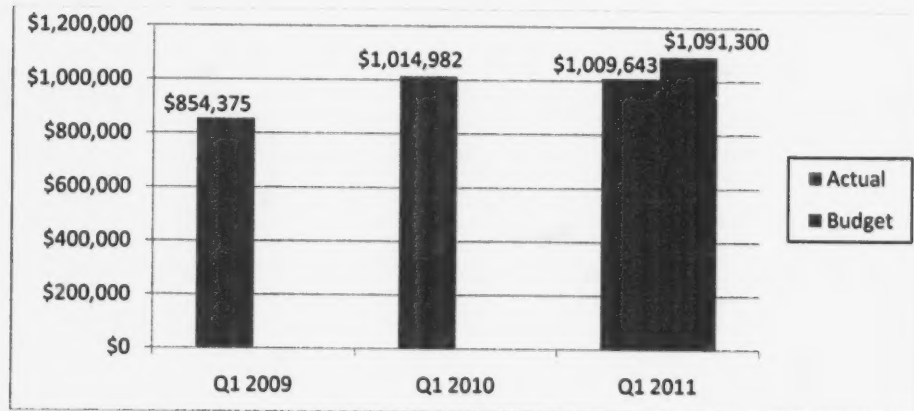
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Personnel Costs

Personnel Costs	Q1 2009 Actual	Q1 2010 Actual	Q1 2011 Actual	Q1 2011 Budget	Q1 2011 Variance
Salary	\$ 371,931	\$ 462,282	\$ 440,755	\$ 507,200	\$ (66,445)
Casual Wages	\$ 370,450	\$ 417,781	\$ 436,876	\$ 437,900	\$ (1,024)
Total Salary and Casual Wages	\$ 742,381	\$ 880,063	\$ 877,631	\$ 945,100	\$ (67,469)
Benefits	\$ 111,994	\$ 134,919	\$ 132,010	\$ 146,200	\$ (14,190)
Total Revenue	\$ 854,375	\$ 1,014,982	\$ 1,009,643	\$ 1,091,300	\$ (81,657)

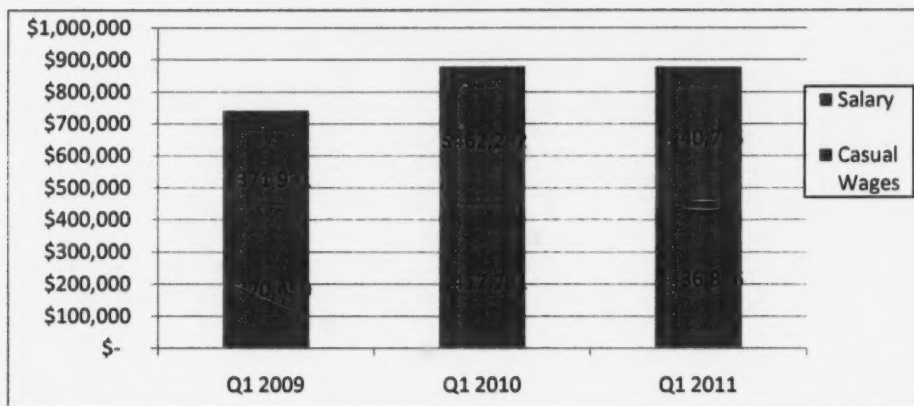
On March 16, Servus Place Coordinator level staff participated in a full day strategic planning and visioning session.

Personnel Costs



Servus Place Quarterly Report First Quarter 2011

Salaries & Casual Wages



Personnel by Cost Centre	Q1 2009 Actual	Q1 2010 Actual	Q1 2011 Actual	Q1 2011 Budget	Q1 2011 Variance
Administration	\$ 55,920	\$ 60,241	\$ 62,157	\$ 61,800	\$ 357
Operations	\$ 157,343	\$ 238,974	\$ 188,952	\$ 240,700	\$ (51,748)
Recreation	\$ 89,356	\$ 118,772	\$ 124,508	\$ 134,200	\$ (9,692)
Fitness	\$ 161,184	\$ 200,529	\$ 225,410	\$ 215,700	\$ 9,710
Business & Marketing	\$ 26,583	\$ 48,279	\$ 51,645	\$ 52,500	\$ (855)
Facility Bookings and Events	\$ 59,448	\$ 61,830	\$ 66,422	\$ 71,100	\$ (4,678)
Guest Services	\$ 192,547	\$ 151,438	\$ 158,537	\$ 169,100	\$ (10,563)
Subtotal	\$ 742,381	\$ 880,063	\$ 877,631	\$ 945,100	\$ (67,469)
Benefits	\$ 111,994	\$ 134,919	\$ 132,010	\$ 146,200	\$ (14,190)
Total Personnel Costs	\$ 854,375	\$ 1,014,982	\$ 1,009,643	\$ 1,091,300	\$ (81,657)

The variance in personnel costs are primarily due to two FTE staff vacancies in Operations.

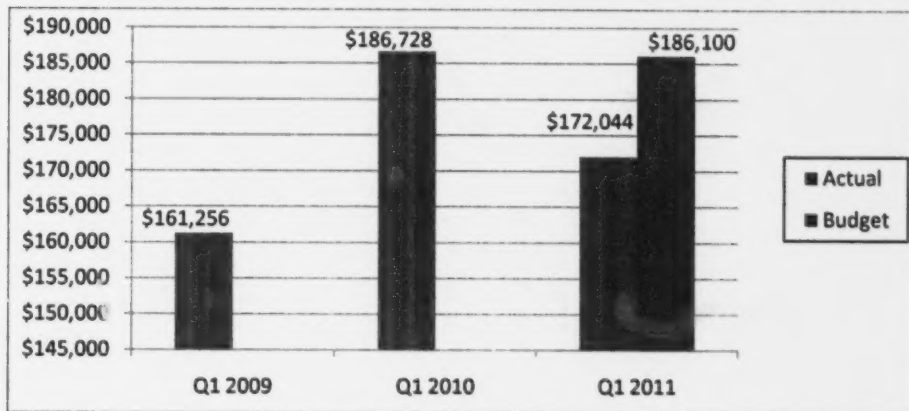
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Contracted & General Services

Contracted & General Services	Q1 2009 Actual	Q1 2010 Actual	Q1 2011 Actual	Q1 2011 Budget	Q1 2011 Variance
	\$ 161,256	\$ 186,728	\$ 172,044	\$ 186,100	\$ (14,056)

The variance in contracted and general services is due to timing of initiatives in advertising and promotions, development and training, repairs and maintenance and insurance premiums. This account is anticipated to end the year on budget.

Contracted & General Services Expenses



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Materials, Goods & Supplies

Materials, Goods & Supplies	Q1 2009 Actual	Q1 2010 Actual	Q1 2011 Actual	Q1 2011 Budget	Q1 2011 Variance
	\$ 105,234	\$ 88,463	\$ 104,981	\$ 120,100	\$ (15,119)

Materials, goods and supplies are under budget primarily due to timing of initiatives in operating supplies. Servus Place anticipates that these accounts will come in close to budget for 2011.

Materials, Good & Supplies Expenses

